Manitoba

Annual Report 1989 - 90

Seniors Directorate

91-05433/

Minister responsible
for Seniors

Room 330
Legislative Building
Winnipeg, Manitoba, CANADA
R3C 0V8

The Honourable George Johnson
Lieutenant-Governor of Manitoba
Room 235 Legislative Building
Winnipeg, Manitoba
R3C 0V8

May It Please Your Honour:

I am honoured to submit to you the first Annual Report of the Manitoba Seniors Directorate for 1989–90.

Respectfully submitted,

Gerald Ducharme
Minister responsible for Seniors

Manitoba

Seniors Directorate

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The Honourable Gerald Ducharme
Minister responsible for Seniors
330 Legislative Building
Winnipeg, Manitoba
R3C 0V8

Sir:

It is my honour and pleasure to present to you this the first Annual Report of the Seniors Directorate for the 1989–90 fiscal year.

The Directorate participated in a number of important initiatives during the year:

A Seniors Information Line was introduced to provide seniors with easy access to government departments, programs and information on issues affecting seniors. The telephone line enables seniors to call the Directorate and have their concerns and questions handled promptly.

In conjunction with the Women's Directorate, outreach offices have been established in Portage la Prairie and The Pas. These offices serve to keep government officials informed on the concerns of rural seniors and to provide information on programs and services to seniors.

One of the major initiatives of the Directorate has been in the area of Elder Abuse. A Discussion Paper was distributed to a wide range of seniors organizations and individuals in the Province. A series of consultation meetings were held in 44 urban, rural and northern centres. Conducted over a five month period, the meetings were attended by approximately 1,000 Manitobans. At these sessions, seniors were encouraged to express their opinions and concerns. We received 53 written submissions.

Part of the Directorate's mandate is to provide information. Two publications, entitled "Manitoba Seniors Directorate Information Guide", and "Questions to Ask Your Doctor and Pharmacist on Taking Medication", were distributed free to seniors.

Directorate staff have established an interdepartmental Transportation Committee to identify transportation options for seniors.

A special seniors day event was held at the Legislative Building Grounds on June 23, 1989. Over 500 seniors attended the gathering and had the opportunity to meet informally with government officials.

This annual report fulfils the reporting requirements specified by the Cabinet Committee for Senior Citizens.

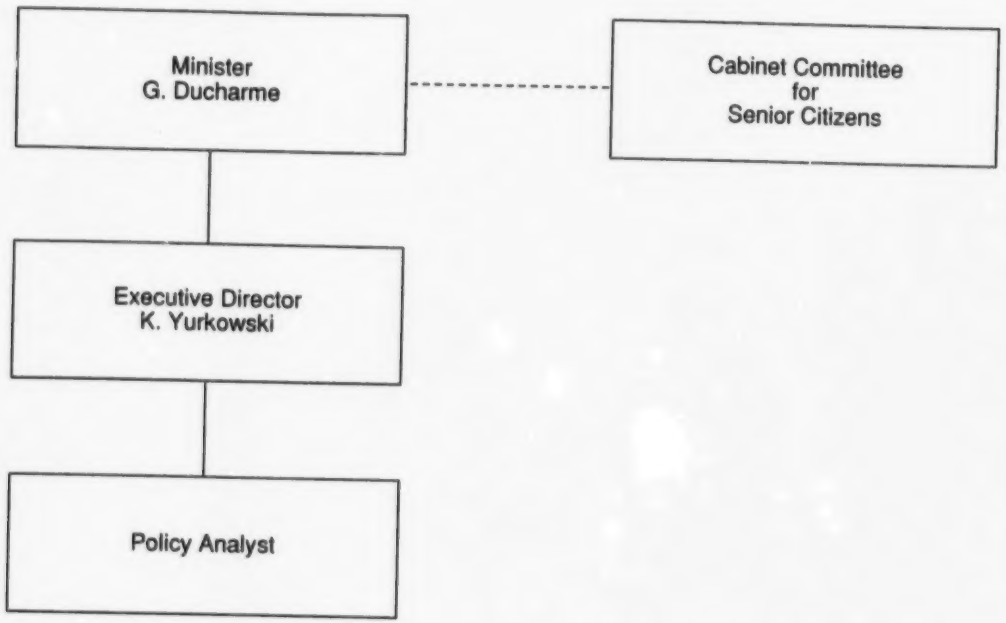
Respectfully presented,

Kathy Yurkowski

Kathy Yurkowski
Executive Director

Organization Chart — Seniors Directorate

established October 1988



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Preface

The Manitoba Seniors Directorate was initiated through Cabinet in October of 1988.

While the Seniors Directorate is not governed by specific legislation, the responsibility for the approval of seniors' policies rests with the Cabinet Committee for Senior Citizens. Seniors Directorate reports to the Minister responsible for Seniors in his role as Chair of the Cabinet Committee for Senior Citizens.

Committee members include the Minister responsible for Seniors, Minister of Health, Minister of Family Services and Minister of Housing/Urban Affairs.

Role and Mission Statement

The mandate of the Seniors Directorate is to provide a central government contact to coordinate and ensure easy access of and input into government programs, policies and services to senior citizens.

To meet this mandate, areas of responsibility include:

- Providing a central source of information and referral to members of the public on government programs and general issues concerning seniors.
- Acting as a liaison to represent the views of seniors and seniors organizations within government.
- Liaising with community groups on seniors issues.
- Advising the Minister Responsible for Seniors on matters of concern to seniors.
- Facilitating and implementing new initiatives to benefit Seniors in Manitoba.

Major Activities

During 1989–90, the Seniors Directorate introduced the following initiatives:

Seniors Information Line

A toll free Seniors Information Line, designed to provide seniors with easy access to government departments, was introduced in September, 1989.

The telephone line enables seniors to call the Directorate and have their concerns and questions handled promptly.

From its inception until March 31, 1990, the Directorate received 500 calls for information on programs and issues affecting seniors. The service operates during working hours, five days a week.

Outreach Offices

The Seniors Directorate, in conjunction with the Women's Directorate, have established outreach offices in Portage la Prairie and The Pas.

These offices are designed to provide information to seniors on programs and services in their area and to keep government informed on the concerns of rural and northern seniors.

Elder Abuse Consultations

To increase public awareness and understanding of elder abuse, the Directorate initiated province-wide consultations with seniors and service providers. Consultation meetings were held in 50 urban, rural, and northern centres. Conducted for over five months, the meetings were attended by approximately 1,000 Manitobans.

These consultations will act as a catalyst to develop policies and programs which reflect the concerns of seniors.

During 1989–90, activities undertaken by the Branch were as follows:

- To investigate issues as requested by seniors, including housing, health, finances and transportation;
- To analyse and monitor proposed and existing policies, programs and legislation to identify their impact on seniors;
- To develop and co-ordinate policies which will enhance the status of seniors;
- To liaise with the federal government regarding proposals which relate to seniors;
- To establish an interdepartmental Transportation Committee to review transportation needs of seniors and to make recommendations;
- To initiate an interdepartmental committee on home repair with Consumer and Corporate Affairs, Housing and Health.
- To participate in the planning of the federal and provincial governments Housing Conference;
- To take part in the Planning Committee for the Women and Aging Conference held in October for Senior Women in Manitoba;
- To establish links with provincial seniors directorates/secretariats to exchange information on seniors issues; and
- To interact with the following organizations to advance the interests of seniors:
  - — Manitoba Society of Seniors;
  - — Creative Retirement;
  - — Age and Opportunity;
  - — Seniors Today;
  - — Manitoba Society of Gerontology;
  - — Manitoba Council on Aging;
  - — Royal Canadian Legion;
  - — Bankers Association;
  - — Discover Choices;
  - — SeniorNet Program;
  - — Project Management Committee for Elder Abuse Resource Centre;
  - — Canadian National Institute for the Blind;
  - — Multi agency committee on seniors and multiculturalism;
  - — Patented Medicine Prices Review Board;
  - — National Forum on Family Violence;
  - — Patented Medicine Prices Review Board in Winnipeg to meet with representatives from Seniors organizations; and
  - — Ethos.

Communications

Communications activities during 1989–90 included the preparation of a communications strategy work plan. Public informational materials relating to the elder abuse consultations and the introduction of the Seniors Information Line were also prepared. Two informational pamphlets were produced: Manitoba Seniors Directorate Information Guide, and Questions to Ask your Doctor and Pharmacist on Taking Medication.

Seniors Directorate

Expenditure Summary

For fiscal year ended March 31, 1990
with comparative figures for the previous fiscal year

Estimates 1989/90	Appropriation	Actual 1989/90	Actual 1988/89	Increase (Decrease)	Explanation Number
	24-1 Senior's Directorate				
89,400	a) Salaries	89,300	32,400	56,900	
120,000	b) Expenditures	107,100	14,700	92,400	
209,400	**TOTAL – 24-1**	196,400	47,100	149,300	
209,400	**TOTAL EXPENDITURES**	**196,400**	**47,100**	**149,300**	**1**

1. The Directorate was established in 1988 and was not fully operational until the following fiscal year.